

Strategic Directions for the Organization and Development of New Ecotourism and Recreation Services in the Development of Public Recreation

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Abstract: In the context of globalization and increased interregional competition in the world economy, the development of regional development strategies is becoming a particularly urgent issue. Because the development results of any state should be based on specific plans developed at the state and regional levels, consistent with national development goals.

Key words: International tourism, State standard, tour guide, technologies, trends, protection, fans, projects, culture, education.



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Introduction. Currently, the organization of services for the development of recreation of the population using tourism services, the preservation of health, improvement of living standards and the promotion of culture are urgent issues of the state level. The initial solutions to such urgent issues are the implementation of projects to create modern tourism infrastructures, facilities, and seasonal ecotourism-recreational recreation areas with special activities, providing the necessary conditions for serving tourists, attracting investments from foreign and domestic investors.

The implementation of such projects, of course, requires us to prepare general lists of ecotourism and recreational tourism facilities and resources in our country. Such issues are stipulated in the Resolutions and Decrees of the Government of the Republic of Uzbekistan and the President of the Republic of Uzbekistan Shavkat Mirziyoyev.

Relevance of the topic . The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to develop ecotourism and improve the procedure for allocating land plots within the water protection zones of reservoirs" sets the following goals: - to develop ecotourism within the water protection zones of the country's reservoirs, and to actively use water resources for recreation of the population and foreign guests.

The relevance of the topic is also indicated by the fact that the "Concept for the Development of the Tourism Sector in the Republic of Uzbekistan in 2019-2025", attached to the Decree of the President of the Republic of Uzbekistan "On Additional Measures for the Accelerated Development of Tourism in the Republic of Uzbekistan", stipulates the development and approval

of a master plan for the placement of tourism infrastructure facilities in each region to meet the needs of visitors to the Republic and the population for tourism services.

Also, the Concept for the Development of the Tourism Sector in the Republic of Uzbekistan for 2019-2025 stipulates "Development of new tourism programs, taking into account the diverse and seasonally attractive and competitive tourism products of the Republic of Uzbekistan, including the creation of thematic tourist zones and clusters in the regions of the country, and promising types of tourism."

Results of the study. In studying the possibilities of using ecological and recreational tourism resources in Uzbekistan for recreation, we must first register our country's national parks, state nature reserves and specially protected areas (state nature reserves-sanctuaries), rare animal species, plant species and unique natural landscapes in the international "Red Book" and the "Red Book" of Uzbekistan, endemic species of the fauna and flora (endemic - live and grow only in the conditions of the original place) and prepare their descriptions and descriptions.

Certain articles of the Law of the Republic of Uzbekistan "On Tourism" define concepts related to tourist services. In particular, Article 3 of the Law defines the concept of tourist services as: "tourist services are services provided by tourist activity entities in the field of accommodation, catering, transportation, information and advertising services, as well as other services aimed at meeting the needs of tourists."

According to the definition of the state standard, tourist services are services provided by tourists. The product of the activities of tourism organizations that meet the needs of tourists is defined as: In our opinion, tourist services are a set of specific, goal-oriented actions in the field of service provision, aimed at satisfying and ensuring all the needs of tourists during their trip, which should fully meet the goals, type and orientation of tourism services.

Sustainable tourism today. New approaches and new research are required for development. According to our conclusions, these requirements are as follows:

- ✓ development and implementation of large-scale tourism projects and programs;
- ✓ tourism sectors and in types new directions to occupy always aspiration;

The requirements of new tourist needs in the international tourism market put the search and creation of new tourist products and services on the agenda. New, advanced experiences, technologies and trends in the development of world tourism have repeatedly emphasized the growing demand for tourist products and services aimed at individuals and small groups instead of mass tourist products. These trends in world tourism have also entered the national tourism of Uzbekistan. The organization and development of ecotourism and recreation services for the recreation of the population in our country fully meets the requirements of world tourism.

1. Organization and development of ecotourism and recreation services in nature reserves of Uzbekistan, where ecotourism and recreation are allowed. The development of ecotourism and recreation in Uzbekistan will help solve the problems of our spirituality, science, culture, education, nature protection, attracting ecotourists, preserving biodiversity, and at the same time contribute significantly to economic issues, improving the socio-economic conditions of our local people, providing new jobs, and growing the economy of our country. The increasing weakening of nature also increases the strength of the ideas of preserving nature in ecotourism and recreation. Because, as we have noted, the origin of ecotourism was primarily the intensification of the global ecological crisis. From this point of view, the formation of ecological knowledge and ecological culture ensures the development of ecotourism.

When it comes to the educational value of nature in the development of human activities in humans, it is understood that pure nature instills and forms such moral qualities as nobility,

kindness, tolerance, patriotism, grandeur, gentleness in people. Frequent visits to nature, recreation in the bosom of nature helps to develop human qualities. This is both the greatest qualities of fans of ecotourism and recreation, and the feature that attracted them to nature. The importance of ecotourism and recreation in solving the difficult problem of preserving nature is incomparable. When defining ecotourism and recreation, international environmental organizations, the World Tourism Organization, take into account the important factor noted and consider the development of ecotourism to be one of the most important factors in preserving nature.

The basis of ecological literacy and ecological culture is ecological awareness. Ecological awareness is manifested in the preservation of nature, in a conscious attitude towards it, in the rational use of its resources, in the prevention of natural crises, and in keeping the environment clean at all times. The formation of ecological knowledge and ecological culture in a person involves the study, understanding and practical application of the following principles ¹:

1. Respect for nature as "Mother Earth" .
2. The fact that no nature or life form similar to that of planet Earth has been discovered in the "Universe" known to us.
3. The economic importance of nature refers to the understanding of the use of its resources as a material resource.
4. The scientific significance of nature means that all human knowledge is based on the processes of nature.
5. The healing value of nature refers to the positive impact of pure natural resources and healing natural substances and processes on human health.
6. The educational value of nature refers to the ability of pure, authentic nature to awaken and form moral qualities in people, such as nobility, kindness, patriotism, magnanimity, and gentleness.
7. The aesthetic value of nature refers to all the beauty, perfection, music, visual arts, and rhythmic feelings in humans and their needs.
8. Nature-human-society are one, is a single system.

The use of the above principles in the development of ecotourism is purposeful and of great importance. Based on the above-mentioned considerations, the Resolution of the President of the Republic of Uzbekistan "On measures for the accelerated development of ecological tourism in the Republic of Uzbekistan" allowed the development of ecotourism in a large part of the "Specially Protected Natural Areas" of our country, according to the list of territories where ecotourism services will be established in State reserves, nurseries, national nature parks and forestry in the national program for the development of ecotourism "Journey to Nature".

4 state nature reserves in our country (Surkhon State Reserve, Hisar State Reserve, Nurota State Reserve, Zamin State Reserve) for ecotourism and recreation creates opportunities for generating large tourism flows in both domestic and international tourism. Since these nature reserves are mainly located in mountainous areas, they currently do not have the capacity to accommodate ecotourism and recreation. Considering that the construction of the required infrastructure will take a long time, we recommend the model of "Seasonal Infrastructure of Ecotourism and Recreation" that will accommodate ecotourism and recreation in these reserves and will not require large expenditures (Figure 1).

¹Ergashev A., et al....Fundamentals of Sustainable Development and Natural Science, Textbook, Bactria Press, Tashkent, 2016.-296 p.



Figure 1. “Seasonal infrastructure of ecotourism and recreation” model

This model fully ensures the conditions for all socio-economic (poor, middle-class, rich, etc.) and demographic (schoolchildren, students, adults, elderly) groups of our country's population to relax in the lap of nature during the spring, summer, and partly autumn months.

2. When determining the place of ecotourism-recreation in the social life of the country, it is necessary to give indicators of the importance of nature for the life of a person-ecotourist-recreationist. The importance of ecotourism-recreation, depending on the aspects of meeting the needs of ecotourists-recreationists, can be divided into spiritual, economic, health-improving, nature awareness, educational and aesthetic groups. The description of these groups indicates the place of nature not only for ecotourists-recreationists, but also for all mankind.

The main goals of ecotourism-recreation are to form the following conclusions. Ecotourism-recreation, in its definition, is primarily in the bosom of nature, ensuring that its resources are not damaged. A person who enjoys nature and its biodiversity resources, of course, has a desire to preserve this object. That is why the definition of the World Tourism Organization - "As a result of responsible travel to natural areas, the activities of ecotourists-recreationists ensure the protection of nature and improve the living standards of the local population" - is primarily aimed at improving the social condition of the people.

We live in a time when the use of unique and unusual natural resources of Uzbekistan in ecotourism-recreation requires scientifically based, economical, targeted use in order to preserve natural resources for future generations. In this direction, the use of national parks and nature reserves in the "Specially Protected Natural Areas" of Uzbekistan in ecotourism-recreation opens up great economic prospects for the national economy of our country, generates additional financial resources, and ensures the ecologically sustainable development of the regions. To achieve these goals, it is necessary, firstly, to meet the needs of traveling ecotourists-recreationists for ecotourism-recreation services, and secondly, to develop a system for managing the use of ecotourism-recreation facilities based on the principles, rules and characteristics of ecotourism-recreation, protecting them from environmental crises.

From observing the current activities of national parks in ecotourism, it becomes clear that it is desirable to organize effective management of the use of national parks in ecotourism-recreation and recreation in the following two directions:

1. Creating conditions for the development of recreation for the population in ecotourism.
2. Ecotourism - recreation and leisure natural minimal impact on ecosystems to manage improvement.

These controls ecotourism-recreation management natural ecosystems conservation , nature to the protection ecological to knowledge based new methods current to do , ecotourism-recreation services planning , national park areas for ecotourists-recreationalists effective services display , ecological monitoring organization to do such as complex events done increase planned to be National in our parks ecotourism monitoring, ecotourism monitoring and ecotourism-recreation management only system organization not done. National to the parks visit of the orderers statistics clear information giver requirements according to unformed.

Many in cases national to the parks unorganized ecotourists flow enter arrival and national in the park ecological loading, ecotourism-recreation don't download not specified , they control to do difficulty as a result in the nature of the national park protection regimes violation record Ecotourism - recreation of cuttings shortage or imperfection as a result, flora and in fauna and plants trampling , animal migration It is also noted that the is being done.

A serious shortcoming in the effective organization of the activities of our national parks remains the lack of qualified specialists. There is no training for the training of guides-excursors to national parks with special natural knowledge. Guides-excursors of ecotourism-recreation are required to be highly educated compared to other types of tourism. Guides-excursors of ecotourism must have excellent knowledge of geography, biology, botany, zoology and local history.

in domestic ecotourism-recreation may be limited to learning the Uzbek names of species in the flora and fauna of the national park in their initial services. However, it is known from ecotourism-recreation services that domestic ecotourists also ask questions about the healing properties of plants in the national park. Therefore, domestic ecotourism-recreation guides-excursors will need to thoroughly master the herbal medicine of our people, as well as modern pharmaceuticals and modern pharmacology.

The biggest drawback in the use of national parks of Uzbekistan for ecotourism and recreation is the extremely unsatisfactory state of cooperation with local people living around the national park. All national parks, which are recognized in the world ecotourism, offer local residents to ecotourism services. In Germany and Australia, which is a leader in world ecotourism, train specialists for national parks exclusively at the expense of local residents. In this way, countries ensure employment of local people living around specially protected natural areas.

This very important issue should be taken into account first of all in the management of the use of national parks and nature reserves for ecotourism and recreation. The issue of allocating part of the funds from ecotourism to the needs of the local population in accordance with the requirements of the content, essence and principles of ecotourism in the development of ecotourism and recreation in national parks and nature reserves has not been resolved in the National Ecotourism and Recreation of Uzbekistan.

To effectively manage the use of Uzbekistan's "Specially Protected Natural Areas" for the development of ecotourism and recreation, the following primary tasks must be addressed.

1. Creation of ecotourism and recreation infrastructure in national parks and nature reserves of Uzbekistan.

2. Creating favorable investment conditions for the state and entrepreneurs to create modern infrastructure for ecotourism facilities in the ecotourism and recreation areas of Uzbekistan.
3. Creation of information systems on legal and regulatory acts for conducting ecotourism excursions and ecotourism routes of ecotourism-recreation in the AMS of Uzbekistan.
4. Develop and implement activities that increase the ecological culture and knowledge of local residents and ecotourists.
5. Adoption of state programs to support local production of local residents in the ATOs of Uzbekistan.

In order to develop an effective management system for the organization and development of ecotourism and recreation in the "Specially Protected Natural Areas" of Uzbekistan, scientific literature and information on the organization and development of ecotourism and recreation in national parks and nature reserves of countries with developed ecotourism in the world were studied and analyzed ². For the effective management of the use of "Specially Protected Natural Areas" in ecotourism, it is necessary to ensure constant monitoring of each ecosystem and its members in the ecotourism protection, the natural relationships between these members, and the prevention of ecological crises.

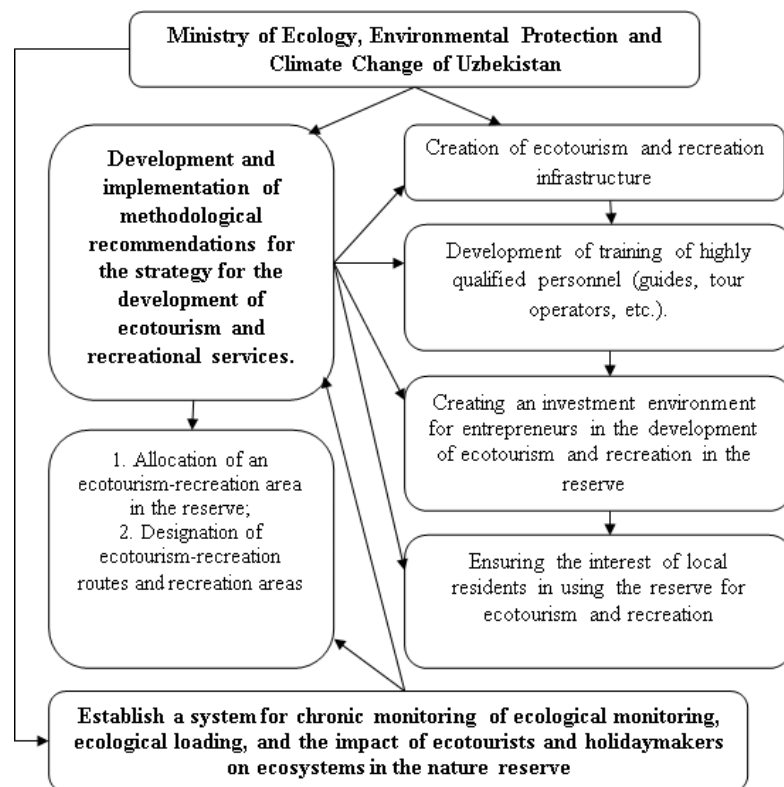


Figure 2. Tasks in the organization and development of ecotourism and recreation services in nature reserves of Uzbekistan ³.

The National Park Administration, with the participation of scientists, specialists, experts, consultants, and entrepreneurs, develops a 5-year national park management plan that includes

². Nikitin V.V. Pravovye osnovy okhrany osobykh prirodnykh territoriy v sub'ektakh Rossiyskoy Federatsii .M.: Jurist, 2014.-159 p.; Travkina M. Yu. Regulated tourism and recreation and national parks Rossii.M.: Izd-vo Tsentra okhrany dikoy prirody, 2011.-78 p.; Grushev P.O. Ecological tourism v stranax Evropy. Economics, 2017. No. 1. 56-63 S.; Pranova M.G. Perspektivy razvitiya ekologicheskogo turizma v mire. Zelenaya planeta, 2017. No. 1. 35-39 S.

³. Author's development recommendation

important issues such as the potential of the national park, its natural resources, and the limits of its use in ecotourism and recreation (Figure 2).

Develop a plan and system for effective management of the organization and development of ecotourism in the "Special Natural Areas" of Uzbekistan. The participation of representatives of the local community in the preparation of the management plan will prevent many future unpleasant situations. The developers of the plan are required not only to provide information about each of the explanations, plans, signs, costs, etc. in the plan, but also to justify them. Because each member of the team working in the national park must know and understand the goals and objectives of the work he performs. The composition of the national park management plan:

- The goals and objectives of the management plan and the principles of the national park's activities for the protection and preservation of ecosystems, historical and cultural complexes and objects in the national park;
- National park administration and staff activities of directive directions management and formation of information databases;
- Establishing the practical participation of local residents in the protection and sustainable use of national park areas;
- Determine the systems of interaction of the National Park Administration with local self-government and regional government bodies;
- Fulfill national and international obligations on the management of natural areas in accordance with international responsibility requirements;
- Implementation of ecological and recreational monitoring programs;
- Ecotourism-recreation and dissemination of environmental information to the general public.

The National Park Management Plan is reviewed by the Tourism Committee of the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan and submitted for approval to the Cabinet of Ministers of the Republic of Uzbekistan. The development of national park management plans is considered one of the modern best practices in the modern protection and economical use of nature and natural resources, and the use of national parks for ecotourism and recreation.

The ecological culture and ecological knowledge of the population in our country to raise awareness, familiarize ourselves with and respect nature conservation laws, prepare for voluntary cooperation in programs to protect nature and its resources, and teach the rules and principles of ecotourism. From the study of the principles of ecotourism, it follows that the development of ecotourism requires the development of a state environmental management policy and program.

Having thoroughly analyzed the comprehensive set of data, opinions, and proposals, we would like to emphasize that our "recommendations" are the organizational structure of ecological management in ecotourism in our republic - a complex of various interconnected ecological management agencies and units that implement the goals of environmental management of environmental protection and use of natural resources and perform their duties in this area.

According to the Concept of Development of Ecological Tourism in the Republic of Uzbekistan, all nature reserves, national parks and unique natural landscapes in our republic have great potential for using the fauna and flora in tourism. Based on these potentials, plans are being drawn up to develop ecotourism in accordance with world standards. Nature reserves are also often mentioned in these plans. This is a very complex problem, and the use of reserves in ecotourism cannot be solved at once. Because, under the guise of tourism, there is a risk that the activities of

poachers, the fiercest enemies of nature, will intensify. Since the territories of our homeland are vast, it will be difficult for the Ministry of Internal Affairs to control poachers.

"Ecological management of tourism" can solve the complex issues in the above cases only by developing an "effective" ecological management system. In this case, it is necessary and expedient for the ecological management of ecotourism in our republic to develop scientific and practical systems of ecological management in ecotourism in cooperation with the Ministry of Internal Affairs and the "Tourism Committee" of the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan.

3. The formation of ecological knowledge and ecological culture, both in life and in any field of production, is of great importance for the development of ecotourism and recreation in our country. It is recommended to implement the formation of ecological knowledge and ecological culture in the following system ⁴:

1. Ecological education is the upbringing and primary education in the spirit of careful attitude to the natural resources of our planet and the surrounding space, and a deep understanding of the inextricable connection of humanity with ecological processes in nature.
2. Ecological culture is a stage and component of the development of countries and world culture that recognize that environmental problems are of great importance in the lives of present and future generations.
3. Environmental advocacy is the collection and wide dissemination of facts, views, and ideas through the media (newspapers, radio, TV, magazines, lectures, the Internet) that ensure the maximum preservation of natural resources.
4. Ecological education is a complex of environmental education, training, information, and advocacy that forms an ecological worldview in people and equips them with knowledge about the role of humans in nature.

Ecological law, ecological literacy and ecological knowledge encourage each person to become a complete person. The most effective way to stop and eliminate the ecological crisis facing humanity is to form ecological law, ecological education and ecological knowledge among all humanity. All of the above can be achieved only by developing ecotourism and recreation services for the population (family) to relax in the lap of nature (Figure 3).



Figure 3. Environmental protection of the younger generation during the population's recreation in cultural, ecologically aware upbringing

Nigmatov AN , Ecology right schemes and in concepts . Tashkent , 1999.-147 p.

"Family + Nature + Human" Model

It should be noted that ecological education, ecological knowledge and ecological culture do not change depending on the field of production, but an ecologically educated and ecologically cultured person, using his knowledge, ecologizes the field in which he works. In this regard, the development of ecotourism and recreation in our country is considered to be a targeted and promising direction in human education.

In the question "Using the experience of providing modern services in ecotourism and recreation of foreign countries in developing the recreation of the population", we mainly cited international models of European countries that are developing ecotourism and recreation. We recommended using the Great Britain's "Family + Nature" model in organizing and developing the recreation of the population in Uzbekistan, and in educating the younger generation in the direction of ecological culture and ecological knowledge. We tried to substantiate this recommendation from illustrative aspects (Figure 3).

Another important aspect of the British model is that parents take their children to national parks and villages to educate them in the spirit of ecological culture and knowledge, and national park and village entrepreneurs play with one-two-month-old goats, calves, and lambs in specially prepared areas (barn, barn), feed rabbits and birds with food and grain. In these processes, children develop feelings of affection for animals and birds. We must also consider it mandatory to use this important opportunity in the upbringing of our children.

4. Strategic direction for the organization and development of pilgrimage and recreation services for the population . When we pay attention to the areas of pilgrimage and recreational activities, we must understand that this area is considered a leading socio-cultural activity of recreation - that is, a person feels the need and demand for spiritual, mental, cultural rest in knowing himself and the environment around him. In spiritual and moral rest, pilgrimage occupies an important place in human life. The information obtained shows that in addition to the biological resources of recreation, the resources of spiritual and mental rest and recreation also have great potential in our Republic.

Conclusion

The growth of ecotourism services and recreation activities in Uzbekistan opens doors for societal expansion along with natural conservation and cultural value development. The nation should use its distinctive natural resources while enforcing sustainable tourism practices to improve its tourism facilities and draw more international tourists thereby creating local economic possibilities. The success path depends on strong management principles with built ecological knowledge systems while keeping local populations actively present in tourism operations. Building strategic plans along with infrastructure investments represents a critical element for sustainable ecotourism development since it provides environmental protection and economic benefits for years to come.

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